

Jayden Krith-Valdez

Social Media Content Specialist

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TECHNICAL SKILLS

Hootsuite Certified
Adobe Photoshop
TikTok Ads
WordPress

Google Analytics
Adobe Illustrator
Facebook Ads
Basecamp

Google Ads Certified
Adobe Premiere Pro
HTML5, CSS3
Slack

ESSENTIAL SKILLS

Digital Marketing
Active Listening
Trend Research

Social Media Management
Marketing Analytics
Critical Thinker

Content Creation
Team Player
SEO, SEM

PROFESSIONAL EXPERIENCE

SciVite | Vancouver, Washington | January 2025 - May 2025

Social Media Team Member

A virtual interactive tour experience for WSU Vancouver's Life Sciences Building, commissioned by the university for the purpose of recruitment and promotions

- Developed a marketing campaign strategy for LinkedIn, TikTok, Instagram, and Facebook to promote the project for the client
- Schedule, post, and monitor content across all social media platforms while following the content calendar
- Research and implement best SEO and hashtag practices to increase engagement and post visibility

JxM Clothing Brand | Vancouver, Washington | 2021 - 2022

Founder and Marketing Specialist

- Successfully launched and sold 70+ shirts, managing branding, marketing, and customer engagement
- Utilized Facebook and TikTok ads to expand audience reach and achieve marketing goals

Freelance Content Creation | Vancouver, Washington | January 2020 - Present

Content Creator on TikTok, and Instagram

- Studied TikTok analytics and audience insights; refined content strategy based on performance data
- Grew TikTok following by 8,000+ users organically through strategic hashtag use, and trend optimization

EDUCATION

Washington State University Vancouver | May 2025

B.A. in Digital Technology & Culture

Minor in Communication

Social Media Certificate

WORK EXPERIENCE

C-Tran | Vancouver, Washington | June 2024 - August 2024

Customer Experience & Communications Intern

- Developed concepts for content that highlights the rider experience, public events, and service features
- Represented C-Tran at community events, sharing information and helping resolve real-time customer inquiries
- Provided live photography and videography coverage for C-Tran events

Gold's Gym | Camas, Washington | December 2023 - Present

Front Desk Service Motivator

- Manage front desk operations, including phone calls, & promoting membership packages